

SUMMARY

1. We used a logistic regression model for the lead scoring case study to meet business requirements.
2. There are many leads initially, but only a few become paying customers. Most leads are from India, particularly from Mumbai.
3. Some columns have a 'Select' option, meaning the student didn't choose an option. To get useful data, we need to make selection mandatory. This applies to columns like Customer Occupation and Specialization.
4. Leads with a high number of total visits and total time spent on the platform are more likely to convert.
5. Many leads join courses for better career prospects, especially in Finance Management. Leads specializing in HR, Finance, and Marketing Management are more likely to convert.
6. Improving customer engagement through emails and calls can help convert leads. Leads that open emails and receive SMS have a higher probability of converting.
7. Most leads are currently unemployed, so we should focus more on these leads.